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DRAFT #3
#832094

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PARLIAMENT DIRECT MAIL TELEPHONE RESEARCH

(Questionnaire)

5 - ①

Respondent's Name _____

Address _____

City/State _____ Zip Code _____

Telephone Number () _____ Date _____

Interviewer's Signature _____

CARD 1 = COL. 6(1)

1. Hello, my name is _____ from _____. May I please speak to (NAME OF PERSON LISTED ABOVE)?

7/8-

THE REMAINDER OF THIS QUESTIONNAIRE IS TO BE ADMINISTERED ONLY TO THE PERSON WHOSE NAME IS LISTED ABOVE. IF NOT AVAILABLE, FIND OUT WHEN HE/SHE WILL BE, AND CALL BACK AT THAT TIME.

Not available... () Call back _____ at _____
(DATE) (TIME)

We're conducting an opinion survey today among adult men and women about various products used in the household and I'd like to ask you a few questions. The first few questions are general in nature.

2. (RECORD, DO NOT ASK. ASK ONLY IF NECESSARY:)

Male 9 ()-1

Female ()-2

3. What is your age? (RECORD EXACT AGE AT LEFT BELOW; THEN "X" CORRESPONDING AGE CATEGORY)

(IF EXACT AGE REFUSED, ASK:) Into which of the following categories does your age fall? (READ LIST AND RECORD BELOW)

18 - 20 12 ()-1

21 - 24 ()-2

(EXACT AGE)

10/11- 25 - 29 ()-3

30 - 34 ()-4

35 - 44 ()-5

45 - 54 ()-6

55 and over ()-7

Refused ()-y

4. Do you smoke cigarettes?

Yes... ()

No... ()
(THANK AND TERMINATE)

5. Do you currently smoke filtered or non-filtered cigarettes?

Filtered () → (CONTINUE WITH Q.6)

Non-filtered () → (THANK AND TERMINATE)

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PARLIAMENT DIRECT MAIL TELEPHONE RESEARCH

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6. What is your regular brand of cigarettes, that is, the brand you smoke most often?

Parliament () → (CONTINUE WITH Q.7)
Other () → (THANK AND TERMINATE)

7. Which size is your regular brand of Parliament? Is it the... (READ LIST)?

Standard king size, or ()
The 100's ()

8. Do you usually buy your regular brand in... (READ LIST)?

The soft pack, or ()
The hard box ()

9. Do you usually buy your regular brand by the pack or by the carton, or do you buy it both ways?

By the pack ()
By the carton ()
Both ways ()

10. How long has this been your regular brand?

3 months or less ()
More than 3 - 6 months ()
More than 6 months - 1 year ()
More than 1 year - 1½ years ()
More than 1½ years - 2 years ()
More than 2 years (SPECIFY:) _____ years → (SKIP TO Q.12)

(ASK Q.11)

11. What one brand of cigarettes did you smoke most often before you started smoking Parliament? (RECORD BELOW)

FORMER BRAND: _____ Flavor Type | Regular... { }
Menthol... { }

12. Have you recently received anything in the mail from Parliament cigarettes?

Yes... ()
No... ()
(THANK AND TERMINATE)

13. Thinking about the mailing overall, please tell me how well you liked or disliked it. Would you say you... (READ LIST)?

Liked it very much ()
Liked it slightly ()
Neither liked nor disliked it ()
Disliked it slightly, or ()
Disliked it very much ()

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14. As you know, when companies send consumers a mailing about their products, they may include coupons, offers for merchandise, information about the product, and other things that might be of interest. Thinking about the Parliament mailing you received recently, what did it contain? (DO NOT READ LIST - CHECK ALL THAT APPLY)

Bath collection offer ()
Coupons ()
Letter ()
Luggage offer ()
Order Forms ()
Product Information ()
Story ()
Survey ()
UPC Credits ()
Other (SPECIFY):

_____ ()
_____ ()

INTERVIEWER: IF RESPONDENT WANTS TO GO AND GET THE MAILING TELL HIM/HER YOU WANT TO KNOW JUST WHAT HE/SHE RECALLS FROM THE MAILING.

15. Now I'd like you to think about the printed information that was in the Parliament mailing. Regardless of whether or not you've already mentioned it, please tell me everything you can remember about what the printed portions of the mailing said.

INTERVIEWER: REFER TO Q.14 AND 15:

IF RESPONDENT DOES NOT MENTION ANYTHING ABOUT A STORY, TWO PEOPLE ON VACATION, A ROMANCE SAGA, CLAIRE AND PHILIPPE, ETC., THANK AND TERMINATE; OTHERWISE, CONTINUE WITH Q.16.

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PARLIAMENT DIRECT MAIL TELEPHONE RESEARCH

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16. Although you may have already mentioned it, do you remember seeing a short story about a man and woman?

Yes... ()



No... ()

(THANK AND TERMINATE)

17. Did you read the mailing or at least part of the mailing?

Yes... ()



No... ()

(THANK AND TERMINATE)

18. Please describe the story to me in as much detail as possible.

19. What are the names of the people in the story? (CHECK AS MANY AS MENTIONED)

Claire ()

Philippe ()

Claire and Philippe ()

Don't know ()

Other (SPECIFY) _____ ()

_____ ()

20. Now I'd like to know your overall opinion of the Claire and Philippe romance story in the mailing. Would you say the idea of the story was... (READ LIST)?

Excellent ()

Very good ()

Good ()

Fair, or ()

Poor ()

21. And how interesting did you think the story was? Did you think it was... (READ LIST)?

Very interesting ()

Somewhat interesting ()

Not at all interesting ()

2040712027

22. Now I'm going to read you a list of words that could be used to describe the Claire and Philippe story in the mailing you received.

For each one I read, please use the numbers from 1 to 10 to tell me how well each one describes the story. The more you think the word describes the story, the higher the number you would give it, with 10 being the highest. The less you feel the word describes the story, the lower the number you would give it, with 1 being the lowest. Of course, you can use any number between 1 and 10 to express your opinion.

Let's start with (READ "X'ED" ITEM). What number would you use to rate the story on being (ITEM)? (CONTINUE UNTIL EACH ITEM HAS BEEN RATED)

START HERE	RATING
() Clever	_____
() Boring	_____
() Intriguing	_____
() Interesting	_____
() Suspenseful	_____
() Romantic	_____
() Unrealistic	_____
() Sentimental	_____
() Amusing	_____
() Silly	_____
() Cute	_____

23. Would you like to see more about how Claire and Philippe's relationship progresses?

Yes... ()

No... ()

24. Why do you say that? (PROBE:) Why else?

25. Besides the most recent mailing you received, do you remember seeing or reading any other stories about Claire and Philippe from Parliament?

Yes... ()

No... ()
(SKIP TO Q.27)



26. Please describe the storyline to me in as much detail as possible.

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27. Now I'm going to read you descriptions of various types of people who might smoke Parliament. For each one I read, please use the numbers from 1 to 10 to express your opinion. The more you think a certain type of person would smoke Parliament, the higher the number you would give it; the less you think a certain type of person would smoke Parliament, the lower the number you would give it. Now, let's start with (READ "X'ED" ITEM).

(BE SURE RESPONDENT UNDERSTANDS SCALE BY CONFIRMING THE MEANING OF THE NUMBER HE/SHE GIVES.)

	Rating
() Men	_____
() Women	_____
() Younger adult smokers	_____
() Older smokers	_____
() Your friends	_____
() Sophisticated people	_____
() Yuppies	_____
() People who enjoy smoking	_____
() People like you	_____
() People who like to be different	_____
() Career oriented people	_____
() Boring people	_____
() People who wear the latest fashions	_____
() Clever people	_____
() Fun loving people	_____
() Calm people	_____
() Romantic people	_____
() Everyday, average type of people	_____
() People who are snobbish	_____
() Adventurous people	_____
() Friendly people	_____
() Approachable people	_____

28. Does the Claire and Philippe story fit with your image of the Parliament brand?

Yes... ()

No... ()

29. Why do you say that? Anything else? (PROBE AND CLARIFY FULLY)

30. Does the Claire and Philippe story remind you of any other product's advertising?

Yes... ()

No... ()
(SKIP TO Q.32)



31. What product's advertising is that?

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PARLIAMENT DIRECT MAIL TELEPHONE RESEARCH

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32. Now I'd like you to think about mailings you have received from manufacturers in the past. Do you usually read through the whole mailing or just look for coupons and special offers?

Look through whole mailing () → (SKIP TO Q.34)

Just look for coupons/special offers () → (ASK Q.33)

33. What was it about this Parliament mailing that made you read through it? Anything else? (PROBE AND CLARIFY FULLY)

34. Now I'd like to ask your opinions about some other elements of the mailing you received recently.

To start, I'd like you to tell me how much you liked or disliked the coupons you received by choosing one of the following phrases. (READ LIST)

Liked them very much ()

Liked them slightly ()

Neither liked nor disliked them ()

Disliked them slightly, or ()

Disliked them very much ()

(DO NOT READ) → Don't know or don't remember ()

35. How much did you like or dislike the letter you received in the mailing? Would you say that you... (READ LIST)?

Liked it very much ()

Liked it slightly ()

Neither liked nor disliked it ()

Disliked it slightly, or ()

Disliked it very much ()

(DO NOT READ) → Don't know or don't remember ()

36. And how much did you like or dislike the luggage offer? Would you say that you... (READ LIST)?

Liked it very much ()

Liked it slightly ()

Neither liked nor disliked it ()

Disliked it slightly, or ()

Disliked it very much ()

(DO NOT READ) → Don't know or don't remember ()

37. And how much did you like or dislike the bath collection offer? Would you say that you... (READ LIST)?

Liked it very much ()

Liked it slightly ()

Neither liked nor disliked it ()

Disliked it slightly, or ()

Disliked it very much ()

(DO NOT READ) → Don't know or don't remember ()

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Liked them very much	()
Liked them slightly	()
Neither liked nor disliked them .	()
Disliked them slightly, or . . .	()
Disliked them very much	()

Yes... () No... ()
(SKIP TO Q.42)

Still have them () (ASK Q.41)
Used them ()
Gave them away ()
Threw them away ()
Other (SPECIFY): () (SKIP TO Q.42)

Use/redeem them	()
Give them away	()
Throw them away	()
Other (SPECIFY:)	()

Yes... () No... ()
(SKIP TO Q.48)

Luggage () } (ASK Q.44)
Bath collection () }
Other (SPECIFY):
() → (SKIP TO Q.46)

Yes... () No... ()
(SKIP TO Q.46)

Luggage	()
Bath collection	()
Both items	()

Source: <https://www.industrydocuments.ucsf.edu/docs/fmfc0003>

46. Would you like Parliament to continue to offer merchandise for UPC credits?

Yes... ()

No... ()

(SKIP TO Q.48)



47. Besides the luggage and the bath collection, what other types of merchandise would you like to see offered?

CLASSIFICATION DATA:

48. Our last few questions are for classification purposes only. What is the last grade of school you completed? (DO NOT READ LIST)

Grade school 48 ()-1

Some high school ()-2

High school graduate ()-3

Some college ()-4

College graduate or more ()-5

(DO NOT READ) → Refused ()-y

49. What is your marital status? (READ LIST IF NECESSARY)

Single 49 ()-1

Married ()-2

Widowed ()-3

Separated/divorced ()-4

(DO NOT READ) → Refused ()-y

50. To make sure we include all segments of the population in our interviews, which of the following categories best describes you? (READ LIST)

White 50 ()-1

African American ()-2

Hispanic ()-3

Asian, or ()-4

Some other category ()-5

(DO NOT READ) → Refused ()-y

51. And what is your total annual family income before taxes? Is it under \$30,000 or \$30,000 and over?

Under \$30,000 51 ()-1 → (ASK Q.52)

\$30,000 and over ()-2 → (SKIP TO Q.53)

Don't know ()-3 } (SKIP TO Q.54)

Refused ()-4 }

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52. Is that under \$10,000; between \$10,000 and \$20,000; or \$20,000 and over?

Under \$10,000	52 ()-1	} (SKIP TO Q.54)
\$10,000 - \$19,999	()-2	
\$20,000 and over	()-3	
Don't know	()-x	
Refused	()-y	

53. Is it between \$30,000 and \$50,000; or \$50,000 and over?

\$30,000 - \$49,999	53 ()-1
\$50,000 and over	()-2
Don't know	()-x
Refused	()-y

54. Thank you very much for your help today. So that my supervisor may verify that I completed this interview, may I please have your name and address?
(VERIFY NAME AND ADDRESS ON FIRST PAGE OF QUESTIONNAIRE)

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